

## SCHEDULE P - OUTBOUND NOTIFICATION SERVICE

11-X-21415 Telecommunication Equipment & Services

Hosted Telecommunications Services/Applications

Outbound Notification Service

Section 3.4.2

### AT&T Messaging Toolkit

#### AT&T Messaging Toolkit - Multi-Channel & Automation Plan Pricing

Multiplan*	Price (Monthly recurring charge)	Plan Credits	Max mobile keywords	Max number of email contacts	Email	Instant Message	Social Message	API access
Multi 2000	\$95.00	2,000	3	13,500	Included	Included	Included	
Multi 3000	\$135.00	3,000	4	20,000	Included	Included	Included	
Multi 4000	\$165.00	4,000	5	26,000	Included	Included	Included	
Multi 5000	\$195.00	5,000	6	32,000	Included	Included	Included	
Automation 7500	\$265.00	7,500	8	46,000	Included	Included	Included	Included
Automation 10000	\$370.00	10,000	10	60,000	Included	Included	Included	Included
Automation 20000	\$620.00	20,000	15	110,000	Included	Included	Included	Included
Automation 30000	\$840.00	30,000	20	160,000	Included	Included	Included	Included
Automation 50000	\$1,250.00	50,000	30	250,000	Included	Included	Included	Included
Automation 75000	\$1,650.00	75,000	40	330,000	Included	Included	Included	Included
Automation 100000	\$1,900.00	100,000	50	400,000	Included	Included	Included	Included

AT&T Messaging Toolkit Multi Channel Plans allow you to access a portal for creating, managing, and measuring campaigns that can include text messaging (SMS/MMS), email, instant messaging, social messaging, and voice broadcasts. AT&T Messaging Toolkit Multi Plans supports both HTTP and REST application programming interfaces ("API's") for Automation 7,500 and higher. Automation Plans also include multiple users, marketing automation, and consulting hours. Additional custom plans available upon request.

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**SCHEDULE P - OUTBOUND NOTIFICATION SERVICE (continued)**

**AT&T Messaging Toolkit - Additional Rollover Credits**

Additional rollover credits Per Year	Price (Non-recurring charge)	Rollover credits†
1,000 Credits	\$50.00	1,000
2,500 Credits	\$125.00	2,500
5,000 Credits	\$230.00	5,000
10,000 Credits	\$400.00	10,000
20,000 Credits	\$680.00	20,000
50,000 Credits	\$1,400.00	50,000
100,000 Credits	\$2,200.00	100,00
† Credits roll over for up to six months.		

**AT&T Messaging Toolkit - Professional Services**

Professional Services	Price (Non-recurring charge)
Advanced support and campaign management (5 hours)	\$495.00
Marketing consulting (5 hours)	\$995.00
API integration (1 hour)	\$200.00

**AT&T Messaging Toolkit - Additional Keywords**

Additional Keywords	Price (Non-recurring charge)
1 Keyword	\$15.00
5 Keywords	\$50.00
10 Keywords	\$70.00
50 Keywords	\$250.00
100 Keywords	\$300.00
Multi Plans include a maximum number of keywords that can be used with AT&T Messaging Toolkit's shared common short code. To use additional keywords, the following monthly plans are available. Please see the AT&T Messaging Toolkit Sales Information for additional details.	

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## SCHEDULE P - OUTBOUND NOTIFICATION SERVICE (continued)

### AT&T Messaging Toolkit – Dedicated Short Code Services

Dedicated short code services	Price
Short code provisioning	\$3500.00 (Non-Recurring Charge)
Short code management	\$500.00 (Monthly Recurring Charge)
Change brief*	\$500.00 (Monthly Recurring Charge)
* Change briefs occur when there is a change to a short code or when regulatory agencies request a brief. Customer assumes responsibility for all related common Short Code Administration ("CSCA") fees.	

### AT&T Messaging Toolkit – International Credits

Additional rollover credits	Price (Non-recurring charge)	Rollover credits†
1,000 Intl Credits	\$10.00	1,000
2,500 Intl Credits	\$25.00	2,500
5,000 Intl Credits	\$50.00	5,000
10,000 Intl Credits	\$99.00	10,000
20,000 Intl Credits	\$196.00	20,000
50,000 Intl Credits	\$485.00	50,000
100,000 Intl Credits	\$960.00	100,000
† Unused credits are carried forward for up to six months.		
SMS messages sent to countries outside the fifty United States require International Credits and are charged at different rates based on the country. International Credits can be purchased in predetermined-sized buckets or domestic credits from a customer's existing balance may be converted into International Credits at a rate of 1 to 1.		

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**SCHEDULE P - OUTBOUND NOTIFICATION SERVICE (continued)**

**AT&T Messaging Toolkit – Credit Charges**

	SMS* (per message)	Incoming SMS (per message)	Incoming SMS premium features (per message)	MMS* (per message)	Voice broadcast (per minute, per outgoing message)
United States	1 credit	0 credits	0.5 credits	6 credits	3 credits
International	Intl credits	N/A	N/A	N/A	N/A
* No charge for failed delivery or for “welcome” message sent after end user sign-up. † Premium features include multi-channel voting, text to screen, and shuffle responder. ‡ Includes Mobile eCard; no charge for failed delivery.					

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## SCHEDULE P - OUTBOUND NOTIFICATION SERVICE (continued)

### AT&T Hosted Outbound Calling Service

#### AT&T Hosted Outbound Calling Service - Setup and Activation

Description	Charge Type	Frequency	Unit Type	Price Per Unit
AT&T Hosted Outbound Calling Service Activation	Setup and Activation	One-Time	Project	\$12,500.00
AT&T Hosted Outbound Calling Service Carrier Approval Fee *	Setup and Activation (Optional)	One-Time	Per Carrier Per Project	\$1,350.00

\* Required for SMS Messaging

#### AT&T Hosted Outbound Calling Service - Usage Charges

Description	Charge Type	Frequency	Unit Type	Price Per Unit
Automated Voice	Usage-based	Monthly	Minute	\$0.09
Telecom Rate	Usage-based	Monthly	Minute	\$0.04
SMS Messaging (US Only)	Usage-based	Monthly	Per Message Per Recipient	\$0.08
SMS Messaging (Canada)	Usage-based	Monthly	Per Message Per Recipient	\$0.13
E-Mail Notification	Usage-based	Monthly	Per E-Mail Per Recipient	\$0.05
Speech Recognition	Usage-based	Monthly	Minute	\$0.03
Call Recording	Usage-based	Monthly	Minute	\$0.02

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**SCHEDULE P - OUTBOUND NOTIFICATION SERVICE (continued)**

**AT&T Hosted Outbound Calling Service - Options**

Description	Charge Type	Frequency	Unit Type	Price Per Unit
Voice Talent Recording - English	Professional Services	Per Request	Minute	\$56.00 (5-minute minimum)
Voice Talent Recording - Other	Professional Services	Per Request	Prompt	\$25.00 (16 prompt minimum)
Short Code	Professional Services	Per 3 Month Duration	Short Code	\$2,400.00
Vanity Short Code	Professional Services	Per 3 Month Duration	Short Code	\$5,075.00

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